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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. IX.

NEW YORK, AUGUST 23, 1893.

No. 8.



The Field and the Worker.



There is but one California, and but one San Francisco Examiner.

To leave out the Worker is to ignore the Field. Better let it work for you.



W. J. RITCHIE, EASTERN AGENT,
186 & 187 World Building, New York.



<i>Daily Carrier Deliveries</i>	
San Francisco	26,877
Oakland	5,086
Sacramento	2,060
Los Angeles	1,936
San Jose	1,675
Alameda	1,040
Berkeley	1,062
Stockton	980
Fresno	735
San Diego	675
Santa Rosa	563
Vallejo	559
San Cruz	550
San Bernardino	364
Napa	245
Petaluma	225
San Rafael	314
Modesto	301
Marysville	300
Healdsburg	290
Eureka	265
Benicia	260
Watsonville	259
Tulare	250
Chico	250
Woodland	249
Sausalito	240
Santa Barbara	225
Visalia	210
Nevada City	210
S. L. Obispo	205
Sutter Creek	200
Hanford	200
St. Helena	200
Santa Clara	200
Salinas	200
Los Gatos	196
Bakersfield	190
Merced	182
Hollister	178
San Leandro	175
Kiakia	175
Grass Valley	170
Livermore	150
Redding	145
Red Bluff	143
Baden	138
Colusa	135
Ventura	127
Redwood	123
Riverside	120
Menlo	120
Monterey	120
Oroville	120
Virginia (Nev.)	277
Reno (Nev.)	173
Carson (Nev.)	122
Missoula (Mont.)	125
Portland (Or.)	670
Seattle (Wash.)	400
Walla Walla (W)	310
Tacoma (Wash.)	290
Tucson (A. T.)	150
Victoria (B. C.)	150
Other towns	9,792
R. R. News Co.'s	1,880
Newspaper sales	2,155
Office sales	2,050
Mail List	7,558
Grand total	78,400

TO ADVERTISING MANAGERS.—Is this ad any improvement on last week's? The text is the same,

Hard Times

*force many alleged business men to hide their faces
and bemoan their ill luck.
They also force many, through inaction, to fail.*

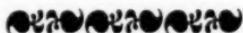


It is, however, the golden opportunity of the bright, plucky man who has the nerve to advertise and push his goods. He talks to buyers through his advertisements, making them larger and inserting them oftener, so that his goods are continually moving.

He thus has a clear field, and, knowing how to utilize it, gets the public's money.

Country people buy what they need *at all times*. They are influenced by their local weeklies.

Advertisements in local papers sell goods.



I400

Local Papers

Comprise the *Atlantic Coast Lists*.
They reach one-sixth of all the country readers
of the United States.
One order, one electrotype does the business.

ATLANTIC COAST LISTS 134 LEONARD ST.
NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. IX.

NEW YORK, AUGUST 23, 1893.

No. 8.

SUGAR-COATED ADVERTISEMENTS.

By Geo. DeHaven.

(General Passenger Agent of Chicago & West Michigan Railway.)

More than twenty years ago I picked up a dry stick on the bank of a canal in Bethlehem, Pa., split one end of it and fastened a pebble, so that the stick would float upright. On the other end I fastened a business card and sent it adrift. Several months afterward a woman came into the store in which I was employed, in Philadelphia (eighty-five miles distant), and made a purchase, and, before leaving, stated that she was induced to come to that store by seeing the aforesaid "floater."

Since then I have expended hundreds of thousands of dollars for my employers for printers' ink, and have added to what may be termed a natural aptitude, the closest and most careful study. I have the conviction that, wherever practicable, the reading column of the daily newspaper is the most powerful, providing the advertiser has persistence, a fair amount of novelty in composition, display, and dignity, and does not lie. The weekly paper, of course, is to the farmer the same as the daily paper is to the citizen—more particularly when you get beyond a given distance from a large city.

The foregoing refers to general matters applying to the great public, the individuals composing which are unknown.

A manufacturer, who must depend upon the dealers for his sales, has a limited field, and there should be no mystery or doubt as to the method of procedure in the mind of a first-class advertiser handling such products. In the case of an article of universal consumption—as soap, starch, or the like—where the medium of a daily newspaper is denied, there are so many conditions which are peculiar to locality

and occupation, that I have not been able to formulate an arbitrary code of rules which could be placed in the hands of subordinates to carry out. The genius (and it is genius, not a trade) ever remains with the master.

Where I seek to impress a disinterested ticket agent with that in which I have a selfish interest, I endeavor to embody a compensating balance in instruction or entertainment, or both. And so I do in the reading columns of the newspapers, and find that there are people indifferent to the route of travel, who, out of a natural feeling of fairness, patronize us because we have, in putting upon them our advertisements, "sugared our dose" with some fact or fancy pleasing in its presentment.

Below are two samples illustrating what I mean by the foregoing. The first is one of a series of circulars sent to ticket agents and made in the shape of occasional communications, not exceeding one page, and couched in such language as to be glittering, though real; amusing, yet not foolish; smiling, yet dignified; knowing that, should I exceed one page (which would make the reading a deferred pleasure) they will not read it once in ten.

SUBJECT: MUSKEGON.

GRAND RAPIDS, Mich., Nov. 1, 1891.

MY DEAR SIR—"Fly with me in imagination from Detroit across the State to Muskegon." Thus the romancer would say—but not here. We deal with every-day cold facts, and until further notice the flying line is not in it. Muskegon! Ever been there? They call it the Sawdust City. Been a great lumber place. Just lumbered along for years, piling up wealth, turning forests into gold, until May, '90, some live people had a sale of lots, after demonstrating the value of the location for a manufacturing city. They sold in one sale 2,800 city lots for \$364,000. This is straight goods. Greatest thing of its kind on record. Contrary sort of a community. Even at the top notch of its lumber traffic, when it was the greatest lumber city on earth (in 1884 the cut was 650,000,000 feet), folks said, "after your lumber, what?" And predictions ran all the way from "innocuous desuetude" to cold death. All the same the population didn't decrease, as witness this: In 1870, 6,000; 1880,

PRINTERS' INK.

BET
YOU
NEVER
THOUGHT
OF IT.

The very best way to waste time at the Fair is to go with a party. Each person loses time in proportion to the size of the party. If there are four, whenever one becomes interested in an object, the other three are wasting that time waiting for the one. And this applies if there are only two, even though they are man and wife. If this were not so there would be no fairs, for there would be no varieties of taste and no demand for the various articles. Of course, it doesn't make any difference where it is beau and sweetheart, for, to them, the Fair is but an incident, and time wasted to such is simply "drawn out sweetness." It is entirely proper to get up little parties to go to Chicago to see the Fair. It is a splendid plan to put up at the same house and to secure seats for the theater, that a small party may go together (and everybody who goes to Chicago during the Fair should go to see the spectacle "America" at the Auditorium); but when you get inside the inclosure, separate, to meet at a given time and place. Your wife won't want to look at hoisting machines or keels of ocean steamers, and you won't want to stand on one foot, like a duck, while she strains her eyes taking in the materials and patterns of the magnificent costumes exhibited by the Bon Marché. You will want to eat together, for it is frequently cheaper, and there is always a better variety to have for the same price where two or more share their orders. It may be that wifey is a dependent, clinging sort of a person, unaccustomed to getting through crowds alone, or that she carries the pocket-book, and exceptions to our advice will therefore follow. But never let them snake you into a large party, for it is all a mistake. You can't possibly agree on anything. Any ordinary, every-day salesman will assure you of this. You can't sell anything to a party of four where they each have a voice in it. We are honest and earnest in advising you that there will be a big saving of time—which means dollars and cents—by a liberal observation of the foregoing. Get up your congenial selects, buy your round trip tickets via the West Michigan, take the White City Flyer, 7:15 a. m., get out at the front door of the show, say where you'll meet and when, and then as prescribed.

GEO. DEHAVEN,
Gen'l Passenger Agent.

11,250; 1800, 25,000; and it hasn't stopped. It claims the finest inner harbor on the great lakes; navigation open all the year; 16 miles of water front all navigable; twenty-one factories established during 1890 and 1891, with capital of \$3,000,000, and employing 3,000 mostly skilled artisans. Muskegon don't depend entirely on either its advantages which are within nor those which are without its immediate confines, but presents great strength and promise on the combination. If you have inquiry for a rapidly developing place—a place where the advance is not only rapid but substantial—advise looking up Muskegon. *Michigan is a great State.* Very truly,

Chapter X. GEO. DEHAVEN,
General Passenger Agent.

P. S.—Send the people via the D., L. & N. from Detroit or C. & W. M. from Chicago, as the case may be. Both roads lead to Muskegon, and Muskegon is on the high road to prominence in the list of great cities.

Occasionally I feel obliged to shock them, in order to get a quick realization of what I am after, and circulars of a louder type are used.

Opposite is a copy of such advertisements as we are in the custom of using in the daily and weekly newspapers. I have every evidence, by word of mouth (not to count the flattering notices of those I patronize, and those who wish my patronage and are seeking it!), that the readers are not disappointed when they find, at the last part, that they have been reading an advertisement; but, on the contrary, desire to read them, so long as they contain good meat.

◆◆◆
CHAFFER.

By William O. Stoddard.

The vice of retail trade in Europe is said to be the custom of asking more for any article on sale than there is any expectation of obtaining. Sharp chaffering is looked for, and a payment of the first demand might be almost an unpleasant surprise. A somewhat similar state of things once existed in America, and a great deal of credit has been given, for instance, to the late Alexander T. Stewart, for the long and well-fought war by which that prince of salesmen established the "one-price system." He did so, indeed, and he advertised the fact, and armies of customers marched to his counters, year after year, with full faith in his performances. They did not come to chaffer, nor to beat down, for they knew no reductions would be made in the fixed price of any article upon his miles of shelves and counters. Other merchants grumbled a little, at first, and so did many experienced and accomplished lady shoppers, but the

latter got used to it and the former quietly imitated Mr. Stewart, as soon as they studied the matter a little and understood precisely what he was doing.

All processes of chaffering with customers were a waste of time, therefore of clerk-hire, and they were fruitful of other losses and inconveniences. So perceived the shrewd merchant, perfectly understanding the human nature of all buyers, but he did not absurdly undertake to do away with a primal law of trade. He did far better than that, for he proposed to do the beating down himself, by the acre and not by the square inch. Day after day, walking up and down the long aisles of his establishment and considering the fabrics from point to point, he would say to the head of this or that department: "Mark down that line of goods," and to himself, "Everybody is now sufficiently familiar with the old-established price and it is time to let them have bargains."

The fact that his first prices were invariably just and reasonable made his next process all the more certain of effect, and it was a positive help, frequently, when the command was to "mark up" other lines of desirable commodities. People afterwards bore in mind that they did not go to get their goods soon enough and so had to pay more.

Every advertising sheet thrown out to-day presents the same story. Merchants are doing the chaffering themselves, for their customers, and the law of trade is as strong as ever, although there will be no individual bargaining, not even at the "bargain counter."

ADVERTISING UMBRELLAS.

By "Jonah."

One of the most useful articles that a man or woman requires, to wit, an umbrella, is, to my way of thinking, very poorly and very scantily advertised. This is all the more to be wondered at because the article in question presents an almost unlimited field for the expert writer to get off his best work.

Mr. Le Bihan, of Barclay street, has probably put out the most interesting and attractive matter in this line, but his work has been almost exclusively confined to horse-car and "L" road cards. It is seldom indeed that we see

any really good umbrella advertising in the newspapers.

I suggest that this subject be treated in a light vein—there is really nothing serious about an umbrella except the lending of it. Here is one suggestion:

Some people are called foolish because they "don't know enough to come in out of the wet." This, however, is by no means a sign of folly, if a man has a "Unicorn" umbrella over his head. That's protection enough.

Or perhaps something after this style would earn more than mere passing attention:

Men are known by the company they keep; also by the umbrellas they "borrow." You'll notice most gentlemen will ask the loan of a "Unicorn" umbrella, even on a fine day! That's because it is swellish in dry weather, useful in wet.

Continuing in the same vein I would suggest:

A man is not necessarily a rogue because you find him "holding up" his best friend now and again. Just see if it is not a "Unicorn" umbrella he is carrying!

Or a card of this class may be found profitable:

"Man wants but little here below,
But yet he needs o'erhead
A good "Unicorn" umbrella,
When clouds their showers shed.

And, by the way, I believe that a series of jingles would be "good form," so to speak, in advertising the goods under discussion. Just make an experiment with the following ideas and adaptations. First, from Longfellow:

How beautiful is the rain!
After the dust and the heat,
In the broad and fiery street,
In the narrow lane,
How beautiful is the rain!
Provided that a "Unicorn"
Umbrella you obtain.

Then a simile of this class:
That charity covers a great many sins
Is a fact known to all city fellows,
And a great many people are covered as well
By the "Unicorn" light-weight umbrellas.

Every rhyme should have its reason, and the concluding suggestion is an adaptation of an economical adage that is popularly known:

"Put up, put up for a rainy day!"
And the best things to use, folks tell us,
If common sense we will obey,
Are the "Unicorn" umbrellas!

He Valued It's Opposition.—"Say, that Ritchie is a peculiar fellow. He has sent a box of Havanas to the *Review*."

"He can well afford to do it. The *Review's* opposition secured the acceptance of his plans for the new court-house."—*Silver Outburst*.

READY-MADE ADVERTISEMENTS.

Original Suggestions From Various Contributors.

Readers of PRINTERS' INK who make use of any advertisements appearing under this head will confer a favor by mailing a marked copy of paper containing same to the editor of PRINTERS' INK, Newspaper Box 150, New York City.

*For Real Estate—(By W. H. Eastman).***Buy a home—
Stop borrowing one.**

We can sell you a cosy house in the suburbs, in easy reach of the business section by electric cars, on easy installments—almost as cheap as paying rent.
HOUSES & LANDS, Real Estate Brokers.

*For Furniture—(By Wingate Blackmer).***TIRED MOTHERS**

stir our deepest sympathy, because they have made themselves tired for us. If we could only relieve their work! But there are so many things that only the mother can do. If she has an

EASY CHAIR

that will help a little. Give her a comfortable rocker or a restful lounging chair, and see if she does not look happy. We have all kinds—all prices—every one of them guaranteed.
COMFORT FURNITURE CO.

*For a Druggist.***4**

LEADING POINTS IN
WHICH WE SURPASS
EVERY OTHER
DRUG STORE IN TOWN.



**RELIABILITY,
PROMPTITUDE,
QUALITY OF GOODS
AND ECONOMY.**

4**KOM, POUNDER & CO.***For a Grocer.***EGGS**

are valued almost absolutely for their freshness. The fresher the egg the better it is and the more it is worth. We always have

E=G=G=S

that are guaranteed to be as fresh as the market affords; in fact, most of them are from our own farm—the freshest

EGGS*For Hardware.***GARDEN
TOOLS.**

Many men are fond of amateur gardening when they reach home after the day's business. A little manual labor is a relief to them after the brain fatigue at the office or store. Their wives also like to do a little in the garden—planting, pruning, and so forth.

Such work is doubly attractive with handy tools—distasteful with improper ones.

We have the latest and most improved implements for garden work, adapted to the strength and capacity of male or female hands, and at very reasonable figures.

Call in and see what we are selling in this line; their value might induce you to buy.

RAKE & ROLLER, Hardware, Etc.*For a Photographer—(By Emil Grossman).***STAMPS**

have changed colors very frequently of late; but our competitors change color every time they see our work.

No other firm can come up to our high-grade photographs at \$3.00.

For the best work in photography you must go to the gallery of

*For Hats—(By Top O'Collum).***Fashions in Hats.**

"He wears his faith but as the fashion of his hat."—*Shakespeare.*

Fashions in hats change frequently. Nothing makes a man look more of a "guy" than a hat that is a season or two behind the style. "Cheap" hatters often work off back-number stock upon unsuspecting customers. Three dollars should buy you a Derby of correct style and best quality. No reason for paying more unless you want to help some enterprising dealer to a fancy profit.

*For Soda—(By Harry M. Friend).***Cold—****is the
Nature**

of our Soda Water. This is but one point in its favor. It's made from pure water, and the syrups are fruit juices. That's enough.

THE LITTLE DRUG STORE,
676 Main Street.

*For a Grocer.***BOARDING HOUSE BUTTER**

has acquired a doubtful reputation, but it is the fault of the boarding-house keepers. They practice economy, you say? Oh, no! they **think** they do, sometimes, but the best butter is the cheapest, in the long run, and it **keeps the boarders satisfied.** There is scarcely anything more attractive at table than good butter.

There is a pure, sweet taste about our Fresh Creamery; it is the kind you lick your lips after and enjoy; the kind which, on good, wholesome bread, makes quite a royal feast. You can only get this Butter at our store, and it is 32 cents per pound.

CRACKER BROTHERS, Cash Grocers.

*For a Cigar Dealer.***PUFFS**

are applicable to cigars more than anything else advertised. Advertisements themselves are considered

PUFFS

presumably because in them we "blow a little" about the goods we have to sell. Our "Castle" cigars are the best

PUFFS

on the market in the form of tobacco. Pure Havana all through, fragrant and mild. Retailing at 10 cents. \$65.00 per M.

U. DRAW & CO.

*For Boots and Shoes—(By P. W. Blackmer).***FATHER'S SLIPPERS.**

At night I stumble home from toil
With feet that weigh a ton,
And life seems nothing but a grind
From early sun to sun.

My little daughter runs to me,
With lisping laugh so sweet,
"Here, daddy dear, take off your boots,
I've brought your 'easy feet.'"

And when she puts my slippers on
Away flies every care,
And then I wouldn't change my lot
With any millionaire.

**We sell slippers—the prettiest,
the easiest. When you wear
them life, somehow, seems
happier.**

FOOT, WEAR & CO.

*For Gents' Furnishing.***Are You Interested
In Your Comfort?**

Most people are selfish enough to desire personal comfort, particularly in the dog days. More particularly still in the matter of shirts.

The "free-and-easy-always-breezy" kind of outing shirt most popular is the "Zephyr." Cool, light and featherly as the gentle wind it is named after, this shirt bestows personal comfort upon every wearer. One pair cuffs and two collars go with each—a variety of neat and new patterns. These shirts were \$1.50 at the beginning of the season. Now we want the room more than the goods, so off they all go at \$1.00.

**HAND & GLOVE,
Gents' Furnishings.**

*For a Bookseller—(By Top O'Collum).***You Want****A Good Novel ?**

We can put you on the right track. There hasn't been a better piece of fiction published this year than Conan Doyle's story called

"THE REFUGEES : "**A TALE OF TWO CONTINENTS.**

It is an historical story of the highest literary merit and absorbing interest. It follows the fortunes of some members of the French court during its period of greatest intrigue. The tale appeared serially in *Harper's Magazine*, and at once centered interest upon this rising English author.

The illustrations are by T. De Thulstrup, whose name is sufficient guarantee for their excellence. Bound handsomely in cloth, the volume is one which all your friends will want to borrow on sight. Price, \$1.75.

Other new books are as follows:

A PRINTER'S VIEW.

The first thing to consider in the setting up of an advertisement is, says a writer in the *Inland Printer*, what is the most important part of the "ad?" As a rule this will be found

Milkman's**Late—Again?**

That don't matter so much, now-a-days.
Dilute one part of Highland Evaporated Cream with two volumes of water—for delicious cream; with three volumes of water for rich milk—You've solved the milk question for all time. We use only milk obtained from farms under our own supervision. Prepared in hermetically sealed cans. Ask for the Highland brand—take no other.

**HELVETIA MILK CONDENSING CO.,
HIGHLAND, ILL.**

No. 1.

to be the name of the article the advertiser wishes to bring to the attention of the reader, and it should be made as prominent and as striking as space will admit. The point is that the eye of a man glancing over the columns of a paper cannot help resting on the more prominent display in the advertisements. If he is in need of a pair of shoes, and his attention is once attracted, he will become interested and will read the remainder if it is set no larger than agate. If he does not want a pair of shoes it doesn't matter whether he reads it or not, for men do not as a rule buy an article merely because it is a bargain.

But the time will probably come when Smith's shoes have become known to the buyer as articles possessing merits worthy of consideration in supplying himself with foot-wear. Then it is that the word shoes should be supplemented by the addition of the maker's name, and "Smith's Shoes" should stare one in the face from every "ad" proclaiming the merits of this particular make. In the case of advertisements of well-known retail firms who wish to call attention to several

articles offered for sale, it is the better plan to make the name of the advertiser the most important part of the display. When a firm has spent years in building up a business standing, and its name has become so familiar to the eye that sight of it suggests the business in which its owners are engaged, it goes without saying that its advertisements will possess an interest not to be found in others of lesser note.

Accompanying this article will be found illustrations intended to bring out the ideas the writer wishes to advance. The first of the three is not regarded as a good "ad," because no important idea of value to this particular advertiser is advanced which would intrude itself upon the casual reader's notice, whether he wills it or not. It is left to the originality in the expression displayed to lead the eye to

**A HEALING REMEDY
FOR THE NATION.**

Hon. J. M. RUSK,

**Secretary of
Agriculture:**

**"The BEST
WATER**

**in the
world."**

**Hon.
GEO. R.
DAVIS,**

**Director:
General of the
World's Fair:**

**"I regard Be-
thesda Water THE
BEST in the market."**

**So delicately proportioned in mineral
qua-
tities by Nature as to make it agree-
able and wholesome in health, and in
cases of Disease, Disease,
more benefit will be derived from it in twenty-four
hours than from any medicine known to Science in
three months.**

Diseases for which BETHESDA is a Specific:

**BIGART'S DISEASE, Pain in the Kidneys and Loins
Dropsey, Inflammation of the Bladder and Urethra,
Gouty Swelling, Dysentery, Ulcers in the Stomach,
Cancer, Cystic Uterus, Female Weakness, Tore
and Liver, DIABETES, Hemorrhage of the Kidneys
Stoppage of Urine, Brick Dust Deposit, Calculus or
Stone in the Bladder, Inconveniences of Urine,
Scurvy, Rheumatism, Gout, &c., &c., in sealed %
gallon bottles only.**

BETHESDA HERBAL SPRING CO., Waukesha, Wis.

No. 2.

the more important points in the "ad."

The subject of his milkman's usual lateness is a sore point with the average man, and in this case the chances are that he will turn from it rather than to it.

The second is regarded as a better specimen of "ad" setting, though at a first glance that takes in only the name of that which is advertised, it would be difficult to decide whether it is the advertisement of a patent medi-

cine, a real estate firm in Palestine, or a mineral water. As it was set for the purpose of printing in Chicago papers mostly, however, where people who drink water at all are supposed to know all about that which is imported, the ambiguity is in a measure removed.

The last of the three is considered the best, and is, in the opinion of the writer, the only form of advertising upon which it is safe to invest any amount of money. When a man glances over his paper in the morning, if this "ad" is in its columns there are ten chances to one that he will see it. And even if he does not stop to read what his eye has not seen in the first glance, the fact that there is a soap called "Kirk's," and that its owners consider it of sufficient merit to warrant them in risking money in advertising it, has been brought to his mind. The average man likes, when he goes to a store to buy an article, to give the dealer an idea that he knows what he is about, and when his wife tells him not to forget to go to the groceryman and order some soap sent home, he will very probably order the brand the name of which he has seen advertised. Having made use of Messrs. Kirk & Co.'s "ad" as a sample of good arrangement in point of display, it may not be out of place to state that they are spending this year in this kind of

advertising over a hundred thousand dollars more than they did last year, a fact that would seem to indicate that they find that it pays.

These ideas, it will be seen, are given from the advertisers' point of view. In this day of costly advertising, when the insertion of a single "ad" in a general run of papers entails the expenditure of hundreds and perhaps thousands of dollars, a great deal depends upon its ability to make itself read. The old idea that if a short line follows a long one, and so on through the list of a job printer's criticisms, the "ad" is well set up, has been found to be wanting in many respects. What is needed in an "ad" is individuality, and this it must have in order to make it a paying investment.

WEEKLIES IN TWO PARTS.

THE WORLD,
NEW YORK, August 2, 1893.

Editor of Printers' Ink:

In your issue of July 26th you speak of the growing popularity of the plan of issuing a weekly paper in two parts. I adopted this idea in 1885 when publishing the *News* at Middleboro, Mass. I have never known of the plan being in operation anywhere before that time. Can PRINTERS' INK tell me of an earlier instance? Yours very truly,

H. H. SYLVESTER,
Editor Weekly World.

We can't give you dates, but you might communicate with the following papers, each of which issues a weekly on this plan: St. Louis *Republic*, Houston (Tex.) *Post* and New York *Commercial Advertiser*.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

MALABILE novelties of all kinds wanted. Address THE CURRENT PUB CO., Detroit, Mich.

WANTED—A list of local News Bureaus. Send in your name. Address "C. M. B." P. O. Box 709, New York.

INVISIBLE INK. Receipt for making this writing fluid, 25 cts. NEWTON PRICE, JR., Box 64, Richmond, Va.

I WISH to buy first-class daily or weekly in some large city. Address, with fullest details, "R.", Box 3212, New York.

ILLUSTRATED initial letters. Artistic, cheap, available for all classes of matter. Send for proofs. Address CHAS. W. HARPER, Columbus, Ohio.

CUTS for advertisers. Cheapest and best service; all the principal lines of trade. Send for particulars. CHAS. W. HARPER, Columbus, Ohio.

TRADE papers served with Pacific Coast newspaper clippings at reasonable rates, by the Press Clipping Bureau, Box 2329, San Francisco. Formerly Clemens News Agency.

To guileless harp Apollo sung,
In ancient days when song was young.
The modern bard with greater scope,
Takes

KIRK'S AMERICAN FAMILY SOAP

For fruitful theme. On this he plays.
And happy spends the fleeting days,
Twixt using soap and sounding praise

Use Kirk's soap in large doses—
externally—and absorb inspiration.

JAS. S. KIRK & CO., Chicago.

No. 3.

PRINTERS' INK.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

WANTED—Partner, with \$2,000 to \$5,000, to engage in job printing (specialties) in Southern city. Splendid opportunity to make money. Address "SOUTHERN," care Printers' Ink.

LIVELY reporter, careful proof-reader, bright editorial writer and reliable general editor-all in one. If you want to engage such a one, write to "WELL DONE," care Printers' Ink.

WANTED—To take editorial or business charge of newspaper, on salary, or both. Ample experience and references. Address GEO. REDWAY, 1210 F St., Washington, D. C.

CAPABLE, earnest young newspaper man, 27, married, wants steady job. Anything; office, edit, report, job printer, compositor. The man you are after. "ADVERTISER," Eatontown, N. J.

WE will pay highest prices for used Columbian stamps (above 2c. value), also for any old U. S. stamps. Send list of what you have. CRITTENDEN & BORGMAN CO., Detroit, Mich.

NAMES WANTED—Original 1892 and 1893 letters. Send copy of all that refer to State dates, place, and, if previously used, by whom. Address CHICAGO HOUSEHOLD GUEST, Chicago, III.

EMBOSSING attracts trade. Ideas on every one of the 160 parts (2x12) of "A MINT OF HINTS" that will cost of entire book, \$2.00, postpaid. Send for sample page. GRIFFITH, ATELL & CADY CO., Embossers, Holyoke, Mass.

WANTED—Partner, with \$5,000, to take active interest in established wholesale and retail patent medicine business, doing a fair trade, which could easily be increased. For particulars address Room 2, 186 Adelaide St., West, Toronto, Ontario.

A NO. 1 circulator wants position on good daily paper as circulator or manager. Have thorough knowledge and experience in every department pertaining to the business and circulation departments. The best of references. Address "CIRCULATOR," care Printers' Ink.

QUESTIONS on any subject answered by mail, 50 cents each. Press clippings from any section of the world, 5 cents each. Speeches, essays and literary articles prepared and typewritten, \$2.50 per 1,000 words. Address JOEL SHOMAKER, Manager Press Clippings, Intelligence and Library Bureau, 83 F St., Salt Lake City, Utah.

AN advertising expert, with brains and ten years' experience with all mediums (which insures against trying experiments), wants permanent position with a firm as manager. Have done special work for the P. Lorillard Co., Armour & Co., N. K. Fairbank & Co., Kodak Camera and many others. Address "F. D. A.," Printers' Ink.

CORRESPONDENTS WANTED—Everywhere! Bright young newspaper men run across paragraphs and news items daily that are actually in PRINTERS' INK's file. These must be of interest to the advertiser. All such are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Articles of substantial value will be paid for in cash. Address all communications to PRINTERS' INK, New York.

WE want an Agent, in every city and large town, to whom we may from time to time apply for information as to the relative standing, influence in the community, circulation, and consequent value to advertisers of the various newspapers issued in the place or vicinity. Neither the service which the agent will be called upon to render nor the compensation for the same can be very great. The agent must be a good, educated and have a respectable standing in the community. A reporter, a pressman or a local merchant (particularly one who advertises), a lawyer or a banker would be competent. Correspondence is desired with persons competent to act, and who are willing to give the service required in consideration of a copy of the Directory yearly (by express) and a paid-up subscription to PRINTERS' INK. Applicants will please address AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York.

ADDRESSES AND ADDRESSING.

STALLION OWNERS—A list of 20,000 wanted. Address C. L. REA, Carrollton, Mo.

VETERINARY surgeons—A list of 2,500 just completed; never used. Will make and send copy for \$8. Address SPECIALTY MFG. CO., Carrollton, Mo.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

PREMIUMS.

FOR particulars of an excellent premium, write W. P. BULLARD & CO., Boston, Mass.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

NEW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. HOME BOOK COMPANY, 142 & 144 Worth St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME ILLUSTRATIONS for papers Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

MISCELLANEOUS.

LEVEY'S INKS are the best. New York.

VAN BIBBER'S
Printers' Rollers.

RIPANS TABULES cure biliousness and all disorders of the stomach, liver and bowels.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING MEDIA.

SEATTE TELEGRAPH.

Our Southern Home, 40p. mo. Immigration journal. Cir'n large, advg. rates low Hamlet, N. C.

WISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation, 30,000; 30 cents a line.

AZORONA KICKER, largest circulation, best advertising medium. Address S. C. BAGG, Tombstone, Arizona.

ADVERTISE with the Church Press Association, incorporated, publishers of twenty twenty magazines. Samples and rates on application. 10 S. 18th St., Phil'a., Pa.

PRODUCER AND BUILDER, Boston, furnishes its advertisers with daily construction requirement news reports. Largest circulation of any New England builders' journal.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

FREE PRESS, Kinston, N. C., reputed to be one of the two or three best weeklies in North Carolina. Issues over 1,000 every week—average larger. Has very few dead beats. Nice print.

S10 will pay for 5 lines of advertising 4 weeks in 100 Illinois newspapers having a guaranteed circulation of 1,000 copies per week. CHICAGO NEWSPAPER UNION, 10 Spruce St., N. Y.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

ALBANY, N. Y., TIMES UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation—Favorite Home paper.

LEXINGTON, Ky.—Chief city of the Blue Grass region. THE LEADER is the only paper issued every day in the year; the only paper printed on a web perfecting press, and the only paper whose circulation is guaranteed in Rowell's Directory. Are you in it?

EDUCATIONAL INDEPENDENT circulates among teachers and pupils of Pennsylvania schools, 5,000 per week guaranteed. One-half cent per line per 1,000 makes advertisements cost 2c. per inch each insertion. Clean ads only. Trial orders solicited. EDINBORO (Pa.) PUBL. CO.

NO man having goods to sell, who has ever given intelligent thought to the question of advertising them, can help but know that the most thorough medium is to own and issue, at regular intervals, to his trade a paper carrying his name, and that such a paper will have a great value in general newspaper advertising, where your advertisement is one of many contending for the same trade, such value must be increased a hundred-fold when your advertisement is the only one and goes exclusively to your possible customers. The new year is upon us. Try a paper of your own for one year. It is not cheap. Nothing good ever is. Curtail all other advertising this year. Send to PICTORIAL WEEKLIES CO., 132 Nassau St., for estimates.

ASPECIAL OFFER—for a page advertisement in PRINTERS' INK for the 52 issues that make up a year the charge is \$5.00. We now solicit a page advertisement from you for PRINTERS' INK for the year 1894, and for such an order at this time, we will give you a half-page free, viz.: The advertising may begin now and appear in all the remaining issues in 1893 without additional charge, thus extending the year over 71 weeks at the price of 52 weeks. For a half-page advertisement the price is \$2.00, or one-half the price of a page. For a half-page order received now the same concession will be made that is offered for an order for a page. For a quarter-page in PRINTERS' INK the price is \$1.00 a year; but we will accept an order for a quarter-page, to be inserted from now till the end of December, 1893, for \$1.00, thus giving 71 weeks at the price of 52 weeks. A two-line display advertisement inserted in PRINTERS' INK for a year costs \$52; but for \$52 we will receive a two-line advertisement, to be inserted from now till the end of December, 1894. Any additional space may be had on the same conditions at \$25 a line for the whole period of 71 weeks. Address orders to PRINTERS' INK, 10 Spruce St., New York.

August 16, 1893.

TO LET.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light. For further particulars address GEO. R. HOWELL & CO.

PRINTERS' INK, Sept. 6, important issue—Advertised, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING AGENCIES.

WILLIAM HICKS, Advertising Agent, 150 Nassau St., New York.

NEWSPAPER Advertising and Purchasing Agency, 19 East 14th St., New York.

If you wish to advertise anything anywhere at any time, write to the GEO. R. HOWELL ADVERTISING CO., 10 Spruce St., New York.

PRINTERS' INK, Sept. 6, important issue—Advertised, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

PRINTERS' INK, Sept. 6, important issue—Advertised, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

ADS of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN Z. ROGERS, 769 Monroe St., Brooklyn.

SUPPLIES.

LEVEY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

"PEERLESS" CARBON BLACK.
For fine inks—unequalled—Pittsburg.

TRY TYPE from BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

PAPEL DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

CLOKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

PRINTERS' INK, Sept. 6, important issue—Advertisements, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

THE best means to push your circulation and get the attention of the advertisers is to use our splendid music plates in your newspaper. We publish the principal pretty pieces of vocal as well as instrumental music. No charge there will be as well or cost so little. We will take our pay in advertising in your columns. Address NEW YORK MUSICAL ECHO CO., Broadway Theater Building, New York, N. Y.

FOR SALE.

SI BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

BACCOCK Dispatch, single or double, speed 2,000; 7-col. quarto; good as new; for fine job or news work; with folder; cheap. THE DAY, New London, Ct.

FOR SALE—Half interest in a well-established weekly paper. Good run of job work and circular printing. Printer unmarried preferred. L. O. FULTS, Jeffersonville, Ohio.

FOR SALE—At par, a controlling interest in the stock of the W. D. Wilson Printing Ink Company, Limited Capital, \$75,000. Address "G. P. H." P. O. Box 700, N. Y. City.

PRINTERS' INK, Sept. 6, important issue—Advertised, classified, 25 cents a line; displayed, 50 cents a line; \$100 a page. Address PRINTERS' INK, 10 Spruce St., New York.

FOR SALE—6,000 addresses of school teachers in the Province of Ontario, the largest province of Canada. Five dollars a thousand, or \$35.00 for the lot. THE MAIL, Toronto, Canada.

FOR SALE—Only daily paper (including also a weekly edition and job office) in city of 10,000 people. Great bargain for cash buyer. Good reason for selling. Address "W. T." care Printers' Ink.

WE have for sale 2,000 names and address of country property holders getting mail since July 1, 1893, in Neb., Tex., Kan., Mo., Ohio and Iowa, which we will sell for \$2.00, or 1,000 for \$1.00. TERRELL & CAROLAN, Seguin, Texas.

FOR SALE—A Scott drum cylinder newspaper press, with Stonemets folder attached; size of bed, 5x47. Steel tracks and bearers. It is in excellent condition, and has been running about five years. A low price will be given. Address CITIZEN, Lowell, Mass.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.
No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: Two Dollars a year. Three Dollars a hundred; single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK, AUGUST 23, 1893.

THE articles now appearing in PRINTERS' INK, which attempt to deal with comparative influence, character and circulation of local newspapers, are prepared on the spot by intelligent observers. The writers are competent to form an opinion, and that opinion is given for what it may be worth. In one instance alleged errors gave occasion for the preparation of a second and more interesting article which tended, after all, to covering the field with thoroughness rather than to unearthing any mis-statements in the preceding review.

THE smallest edition PRINTERS' INK had issued since 1889 was 11,100 copies for the issue of July 5, 1893. Since then the editions have been as follows:

July 12.....	11,100
July 19.....	11,250
July 26.....	11,300
Aug. 2.....	11,800
Aug. 9.....	13,100
Aug. 16.....	15,650

ONE MAN'S OPINION.

We recently asked a man who, we thought, ought to know: "Which is the best paper in Chicago?"

"The *Tribune*," was the reply.

"Do you mean it?"

"Yes, I do; and, further than that, it's the best newspaper in the United States."

NASHVILLE, Tennessee, with a population of 76,168, supports but two daily newspapers, one a morning and the other an evening issue.

NO LESS than eight new newspapers have been started in Grand Rapids, Michigan, since the beginning of 1893.

TO ADVERTISE IN ALABAMA.

A man wished to advertise in Alabama without using more than twenty newspapers. He applied to an advertising agency for a list of the papers he should use, and this is what was recommended. PRINTERS' INK would like to hear from people who can improve this list, learning which papers should be omitted and what ones should replace them, and why.*

Aniston.... Hot Blast, daily, and w'yly Times.
Bessemer.... Journal, weekly.

Birmingham.... Age-Herald, daily and weekly.

News, daily and Sunday.

Ala. Christian Advocate, w'yly.

Eufaula.... Times, daily, and weekly Times.

Florence.... Times, weekly.

Gadsden.... Leader, weekly.

Times and News, weekly.

Greenville.... Advocate, weekly.

Huntsville.... Argus, daily and weekly.

Mercury, daily and weekly.

Mobile.... Register, daily and weekly.

Montgomery.... Advertiser, daily and semi-w'yly.

H Baptist, weekly.

Opelika.... Industrial News, weekly.

Selma.... Morning Times, daily.

Sheffield.... Enterprise, daily and weekly.

Talladega.... Our Mountain Home, weekly.

Tuscaloosa.... Evening Times, daily and w'yly.

* NOTE.—This list was exhibited to another advertising agent, and he, after examining it, said: "It is a first-rate selection, but I would suggest omitting Talladega and adding the Mobile *Daily News*."

A SAGINAW, Mich., daily recently accepted an advertisement from a "bankrupt sale" establishment. The other clothing dealers in town started a boycott, with the result that a full page of advertising was withdrawn from the paper. The outcome of the controversy is undecided. The clothing dealers claim that if all abstain from advertising the result is the same as if all advertised, and they mean to test the theory. Experience proves, however, that such trade combinations do not last for any great length of time.

MR. J. C. HOAGLAND, principal owner of the Royal Baking Powder Co., started business in a little drug store in Fort Wayne, Ind., as was recently stated in PRINTERS' INK. He has written a letter to the Fort Wayne *Sentinel*, in the course of which he refers to some of his early experiences. We quote the following:

"When I started in the drug business in Fort Wayne in the year 1865, I had the good fortune to have as a partner Thomas M. Biddle, still living there. We had no money, but plenty of health and pluck. The first batch of baking powder we made, about five pounds, was ground in a mortar and mixed

with a spatula on the counter of that drug store. Just at this time a little incident occurred, which was insignificant enough in itself, but as I go back in memory it is as plain as though it occurred yesterday, although nearly thirty years ago. I sent a few lines of local notice to the Fort Wayne Evening *Sentinel*, which read substantially as follows:

"Messrs. Biddle & Hoagland, druggists, have just received from the government a patent for their Royal Baking Powder, which many of their customers have been trying recently with such satisfaction."

"This was the first Royal Baking Powder advertisement, and distinctively marks and emphasizes the beginning of my own success since that time in the same business in which more than a half million of dollars is annually expended in advertising alone."

Mr. Hoagland then speaks of how this advertisement led to the bringing of customers, the employment of an agent, a Mr. Hall, who conducted a photograph gallery in Fort Wayne, and his success over the State, and then continues:

"This is a short history of an advertisement in the *Sentinel*, the moral of which I commend to all young men: 'Don't keep your light under a bushel, and remember well the power of the press.'"

OUR PRESS CENSORSHIP.

Mr. H. L. Strohm, an attorney from Chicago, is in Washington this week in the interest of a client, the publisher of the Chicago *Sunday Sun*. It appears that Hon. John L. Thomas, the First Assistant Attorney-General, who succeeds Judge Tyner, has instructed the Postmaster at Martinsville, Illinois, to exclude the delivery of the Chicago *Sunday Sun*, not because it is obscene, but because it is largely devoted to the exposition of prominent persons who are guilty of immoral conduct. In correspondence with Mr. Thomas, Mr. Strohm received a very courteous letter in which he says: "I fully appreciate the grave responsibility I assume in excluding papers and other matter from the United States mails, and I heartily thank you for your letters, suggestions, and arguments, which I hope will aid me in arriving at just conclusions, not only as to the paper you represent, but also as to scores of other publications, upon whose mailability I am required to pass." It is fortunate that this particular case is to have the attention of General Thomas himself. Under the last administration various clerks were allowed to exclude papers in the absence or without the knowledge of the attorney-general.

The editor of the Lowell, Mass., *Mail* writes: "The average circulation of the *Evening Mail* for the month of July was over 1,200," and that the Saturday *Evening Mail* has over 1,300.

OUTDONE.

DE RUYTER, N. Y., Aug. 10, 1893.

Editor of PRINTERS' INK:

The *Gleaner*, published in a village of about 600 inhabitants, issued an average during 1892 (as detailed statement will show) of 2,058 copies, and has not issued less than 2,100 copies since October 6 last.

Is there another secular paper, published in a place of similar size in the world, with a larger circulation? If so, where is it?

Yours, W. W. AMES, Publisher.

In Elizabethtown, Tenn., is published the *Watauga Valley News*, owned and controlled by Hon. Robert P. Porter, late Superintendent of the U. S. Census. Elizabethtown has a population of 734, according to the census, and the *News* has a circulation of over 30,000 copies, according to the latest prospectus we have seen. Its circulation was mainly through the United States mails as second-class matter during Mr. Wanamaker's administration, and its county circulation is still carried in the mails without the payment of any postage.

A SYSTEM OF DISTRIBUTING SAMPLE COPIES.

THE TOLEDO TELEGRAPHER, {
TOLEDO, Ohio, Aug. 12, 1893.

Editor of PRINTERS' INK:

Marked copy of PRINTERS' INK for August received. Your Toledo correspondent is in error as to the circulation of this journal. The local circulation is only 47, but I have nearly 1,500 paid subscribers scattered over the country, chiefly railroad telegraphers and train dispatchers. My Pacific Coast list alone numbers over 200 in California, Oregon and Washington. The first issue was 1,000, and there has never been a less number circulated any month, and the circulation has run up to 5,000. My system of distributing sample copies to the craft is a simple one. I use a railroad guide, and keep tab on those sent, so as not to duplicate them next month. My "Bullinger's Guide" with this memorandum, the post-office receipts and printers' bills will substantiate the correctness of the above. A class journal has enough to contend against without the publication of such "guess work" as your Toledo correspondent indulges in. I am connected with the Associated Press here, and sufficiently well posted to be able to "guess" your correspondent, and am surprised that he did not make an effort to secure reliable information in this case.

J. R. T. ASTON.

PROBABLY the largest sign ever put up by a printer was blown down recently. It was on the road to Coney Island. Its length was 84 feet, while its height was 14 feet. The wording was short and very simple. It will therefore be understood that some of the letters were colossal, being 600 or 700 lines pica.—*American Bookmaker*.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

•LONDON, August 2, 1893.

I don't remember to have seen the following story in PRINTERS' INK, though it is pretty well known here. Its accuracy is, however, not vouched for by present deponent. Many English family names, as is well known, are not phonetically spelled. Thus the name spelled Cholmondeley is called "Chumly"; Majoribanks, "Marchbanks"; Abergavenny, "Aberghenny"; and Beauchamp, "Beechamp." Now, says the legend, an American lady was the guest of Earl Beauchamp, whose fine ancestral castle she viewed with great admiration. The earl showed the family heirlooms—battered armor, bearing marks of many a crusade; princely jewels, gold-hilted swords and the well-known Beauchamp portraits—a gallery of oil paintings by the masters of many successive generations, portraying the ancestors of the family "in their habit as they lived." And when all had been seen the fair visitor, with a charming glance of admiration, said: "Well, earl, I guess you made a fine thing *out of those pills of yours.*" The remainder of the colloquy is not on record.

* * * * *

The English edition of PRINTERS' INK is subscribed for by the English proprietors and representatives of the following, among other, preparations and merchandise:

Sunlight Soap, Pears' Soap, Epps' Cocoa, Van Houten's Cocoa, Keen's Mustard, Beecham's Pills, Scott's Emulsion, Carter's Little Liver Pills, Warner's Safe Cure, Guy's Tonic, Dr. Rooke's Preparations, Remington Typewriter, Bar-Lock Typewriter, Anglo-Swiss Condensed Milk, Dr. Ridge's Food, Condy's Fluid, "Kodak," Kutnow's Carlsbad Powder, Frederick's Pepperettes, Sozodont, Pain Killer, Lactopeptine, "Dooko" Umbrella, Wilcox & Gibbs Sewing Machines, Frame Food, Yorkshire Relish, Foot's Home Exerciser.

And there can be no doubt that it is carefully perused by all of them.

* * * * *

Mr. Thomas Keating, famed for insect powder, is a keen pursuer of the substitutionist, whom he tracks down with proper and relentless ire. He has lately made public, by advertisement in the trade papers, his method of procedure, which is certainly sufficiently ingenious to deserve quotation, and (though far be it from PRINTERS' INK to suggest a slavish imitating of any one's ideas and meth-

ods) worthy of adoption in some modified form, perhaps, by other sufferers from this public pest:

NOTICE.

I WILL pay £5 to the first person, whether Chemist, Assistant, or one of the Public, who will afford me such information (which I engage to treat as absolutely confidential) as shall lead to the conviction of any one who improperly substitutes other Powder for mine. I call attention to the case below.

As a matter of fact, I took this course last year, and in the end the reward and heavy costs came out of the substitute's pocket; and I have every reason to believe that the course I adopted was highly satisfactory to the neighboring Chemists, as well as to the Public and myself.

THOMAS KEATING,

12 Bride Lane, London.

The regrettable thing is that Mr. Keating can't get up a suitable powder which will act upon the substitute fiend as the genuine insect powder does upon the domestic flea. For, apart from the dishonest appropriation of trade and ideas, substitution is a fraud on the public. The purchaser has acquired confidence in a certain brand or proprietary, which confidence is not deserved by imitative goods. Yet this trade is openly carried on. I excited considerable protest by stating, in an article written for a London weekly of large general circulation, that there is a firm in this city which makes a specific business of preparing substitute goods—goods intended to be palmed off as those of well-known houses, whose method of wrapping is imitated just exactly so nearly as it may safely be without coming within the clutch of the law. Yet the existence of the firm in question is as perfectly well known to every one in the trade as its operations are nefarious and dishonest, and at the PRINTERS' INK dinner half a dozen different people spoke to me of the article in question (not knowing it to have been of my writing) and naming, with one voice, the firm to which allusion was made. A contemporary, quoting the passage, demanded the name. But there was no occasion for this to be given. Every one really concerned in the matter recognized the description at once.

* * * * *

I remarked on an extraordinary advertisement of the prospectus of the Marza Wine Syndicate several weeks ago. It will be remembered that shares in this syndicate were offered to the public, with an offer of some of the wine "thrown in" by way of an

inducement. It would seem as though this had not produced the enthusiastic rush for shares (and free drinks) which the promoters longed for, and now a new idea comes out in the *Chemist and Druggist*. It is the wine that is for sale this time, and the shares are "thrown in":

MARZA WINE.

TO MEMBERS OF THE PHARMACEUTICAL PROFESSION.

Without Doubt the Most Equitable and Liberal Offer Ever Made.

The Founders of the Marza Manufacturing Company, Limited, will present to the first purchasers of Marza Wine AN EQUIVALENT INTEREST IN SHARES OF £2 EACH (fully paid up and free from all liability) in the

Marza Manufacturing Company, Limited.

For instance, a Pharmacist purchasing £10 worth of Wine at the wholesale price will be presented with 5 Shares of £2 each, fully paid. First purchasers therefore make a trade profit and acquire a Permanent Proprietary Interest in the Company. This is a really new method of Trade Co-operation and the Most Perfect Profit-Sharing System Ever Invented.

The general advertising of Marza Wine, though rather erratic, is for the most part well and ingeniously done. The effect of the five invalid carriages in the example here shown, for instance, is distinctly good and the general make-up of the block very striking.

* * * * *

The patronage of royal families is usually, and quite rightly, considered a good advertising card in England and Europe generally. Royalty, having some one else to pay its bills, may usually be trusted to find the best of everything about good enough for it, and, where crowned heads buy, other people are pretty ready to buy also. Therefore Mr. Mellin, who advertises

a testimonial given by the Empress of Germany to his food, distinctly scores thereby, and the following announcement of Peek, Frean & Co., biscuit makers, is also good business, in every sense of the word. It is not impossible that it might also do well in even republican and democratic America:

7 KINGS
1 QUEEN
2 QUEENS-REGENT
6 PRINCES

16 ROYAL PERSONAGES

HAVE GRANTED SPECIAL APPOINTMENTS TO
PEEK, FREAN & CO.,
Biscuit Manufacturers.

A NEWSPAPER is the greatest help to the growth of a town that can be. It is a standing advertisement which always attracts. It gives more free puffs and explanations of the place than all others. It never lets pass a good opportunity to advocate the interests of its home enterprises. It helps all of the churches, and never fails to speak out for its schools; resents all insinuations against the character of the citizens and industries of the town, and lives but to benefit the community. To repay its untiring efforts it asks the support of the people, not in a begging manner, but as a recompense for its labor. It is entitled to a livelihood, because it gives more than it takes. It only asks for its rights, and those it should have.—*Plattsburgh, N. Y.*, Telegram, July 22.

"That experience is enough to make any one blue," said the manuscript, as it crawled from under the editor's excited pencil.
—*Truth*.

THE LATEST, THE MOST SCIENTIFIC, AND THE MOST PALATABLE IRON AND COCA WINE.



**ENGLISH AS SHE IS WROTE ON
THE CONTINENT.**

PARIS, July 20.—There are, perhaps, a score or more of English publications issued on the European Continent or in Northern Africa. Some of them are dailies, most of them are weeklies, two or three of them monthlies. Several are printed half in English and half in French, while one at least is published in English and Arabic. Their editors are generally Englishmen born abroad, or who have lived abroad for many years. Their typesetters are, for the most part, cockneys who have got stranded in some Continental capital, or are the fruit of an international marriage; sometimes they are thoroughgoing foreigners, with only a smattering of our vernacular. Under such conditions it is not to be wondered at that we find in these journals, whose editors, composers, proof-readers, and devils, too, are seldom to the manner born, linguistically speaking, unique expressions, and odd flights of rhetoric which would astonish and puzzle the denizens of even an Arizona mining camp.

Sometimes it would seem to be little less than a typographical blunder which makes things funny, as in these examples, taken at random from the advertising columns of a half dozen of these papers :

SPECIALTY: ITALIAN WARS, WINES AND LIQUORS.

PLEASE PAY PARTICAL ATTENTION TO OUR FIRM NAME.

"THE MIDNIGHTSSUN AT THE NORDCAF." WATERKOLOAED PRINT MK. 15.—

Large Selection of Neckties in the Latest Styles. Fixed prizes.

HOT AND COLD LATHS,

**BOUNTLEOUS BILL OF FARE FOR SUPPER,—
PRICEWORTHY GOOD WINES.**

OWING TO MY CONTINUED SUCCESS, HAVE NOW ARRANGED A DEPARTMENT IN MY STUDIO, WHERE CORSETS ARE ESPECIALLY MANUFACTURED.

GENTLEMENS'S DRESS, SHIRTS AND UNDERWEARTS TO ORDER, ALL WORKMANSHIP GUARANTEED. BUFFS, BOLLARS, HANDKERCHIEFS, NECKWEAR, SUSPENDERS, &c., &c., IN PROFUSE VARIETY.

SINGING LESSONS: PLIABILITY OF VICE AIMED AT.

In the following "ads" all the rules of grammar, rhetoric, and sense seem to have been defied :

Singing Lessons given in German, Italian and English, from the beginning to the heights of art.

BOOT AND SHOE STORE. Orders made to measure.

CAFE SCHILLER
offers to Families a pleasant stopping place.
All Berlin and foreign newspapers and
magazines on hand. Large play-
rooms, with the acknowledged
BEST BILLIARDS.

PENSION I.CLASS, FRAU DIRECTOR PUNT. Recommd, by Rev. Dr. Frommel for
superior boarders.

PRIVATE NURSE TENDERS: Sisters Elizabeth and Helen, trained Deaconesses,
undertake to nurse patients, irrespective of
calling and religion.

W. PETERS, stately approved dentist.

Tuesday, November 4th, and following days,
will sell 270 oilpaintings, many good originals
by renowned modern masters. Also some fine
drawings of an elder date and watercolors.
Previous exhibition to-morrow and Monday.

Specialty : Care of the nails on hands and
feet on the Parisian system.

Here are a few specimens of Continental
reporters' style :

Madame Worth, wife of the great Parisian
frock builder, is at the Royal Hotel.

Here is an item of respectable rentability;
The share company "Appolinaris Brunnen",
in Remagen, with a capital of 450,000 marks, &c.

At 5 o'clock the processionists took up their position, but only at 7 were the thousands of torches in procession. The torches were not the ordinary pitch variety, but of wax and magnesium, and did not emit the usual volumes of smoke. At 7 the procession began of students, citizens, trades, and guilds—in short, all classes of the population were represented, and the foremost sections had long reached their destinations when thousands were still at the starting point.

The Royal Bavarian palaces were during the past season visited by nearly 80,000 persons, whose admission fees amounted to round 140,000 marks. Herrenchiemsee drew the largest receipts—100,000 marks—Linderhof the next largest. On some days these two palaces counted upward of 500 visitors each. The Bavarian railways profited to the extent of 500,000 marks by the carrying of these tourists alone.

The editorial page is evidently sometimes invaded by these same reporters or their compars in the murdering of the Queen's English, as is shown by such specimens as the following, selected from papers published at Hanover, Rome, Nice, and Florence :

¹ We are put to the very unpleasant position to have to apologize to our readers for not publishing the *Anglo-American* in its usual size; the special difficulties, always more or less felt to have MS. in a foreign language composed, have rendered it impossible to find as yet fit substitutes for the men who have done the work hitherto. We trust the difficulties will soon be overcome when the *Anglo-American* will again appear with its usual complement of matter, and with the thanks of its proprietors for the leniency extended to them on the part of their subscribers during the present strike.

APRIL THE 22D, 1893.—We are expecting then, after the Tournament of Turin in 1868, and after that of Florence, the grand Tournament of Rome, which unites to a delicate attention paid to a happy event in the

House of Savoy, a symbol of prophetic march from the Subalpine Capital, to the Flower of Tuscany, and to Rome Eternal.

Christmas comes but once a year! Is that so? The peculiar odor of frizzing mutton chops that accompanied the blowing out of the candles of last year's Christmastree is yet heavy in our nostrils. Nevertheless, in four days after this issue sees the light, we shall again celebrate the best and sweetest of all the festivals the history of humanity has ever put on the slate of time.

The letterpress of our article is due to the pen of Mrs. Janet Ross, the able biographer of "Three Generations of Englishwomen," which tells the life tale of her great literary forbears.—*New York Sun.*

THE NEWSPAPERS OF DULUTH, MINN.

By C. M. Hale.

Duluth has often been termed a "newspaper graveyard"—and justly so at times, for a great many so-called newspapers have been born and died here within the past six years, and their failures were merited in many cases. Business men here are quick to distinguish a legitimate newspaper enterprise from an advertising fake. "Snap journalists" now keep clear of Duluth.

The new directory now in press gives Duluth a population of 63,572, and for the county 78,923, and we are growing every month.

The merging of the *Daily Short Line* into the *Commonwealth*, or rather the changing of its name to the latter, and making it an afternoon instead of a morning paper, has caused considerable interest. The change of name occurred September 28, 1892, and in April, 1893, the council advertised for bids for doing the city printing. The city printing for the previous year had been done by the *Herald* at legal rates—75 cents per folio first insertion, 35 cents each subsequent insertion. When that contract was entered into the *Daily Tribune*—the old *Trib*, Duluth's first daily and of checkered career—was in existence, making four daily papers, the others being the *Short Line*, *News* and *Herald*, the latter the only afternoon paper here. The *Short Line* did not bid—the *Herald*, *News* and *Tribune* did. They also entered into an agreement to the effect that the paper getting the contract was to receive three-fifths of the price for the work and give the *Tribune* and *News* each one-fifth. In the meantime the *News* gobbled up the *Tribune*, took its business, good-will (such as it had), and merged it into the *News* under the title *Daily News Tribune*, thus receiving a two-fifths rake-off on city printing for doing nothing. But a new council got in last spring—a business council its members style themselves—and a new deal was proposed. In April, when the bids were opened, it was found the *News Tribune* and *Herald* had bid legal rates, while the *Commonwealth* made a rate of 18½c. per folio each insertion. The contract was awarded the *Commonwealth*. Then an injunction was gotten out restraining the *Commonwealth* from doing the printing on the ground that it was not a year old, that the *Short Line* was not a newspaper in a legal sense because it gave away many free copies, and that the *Commonwealth* bore no resemblance whatever to the *Short Line*.

The case came up for trial at a special term of the Circuit Court in June, two judges sitting, and eleven lawyers being employed. It was decided in favor of the *Commonwealth* and went to the Supreme Court. That court last week handed down its decision holding

that the *Commonwealth* is a newspaper legitimately entitled to do any legal printing. This week it printed the council proceedings and other legal notices. Last year the city printing amounted to about \$12,000, thus giving the paper doing the work \$7,200 and donating \$4,800 to the other two papers—finally made one—for not doing it. Mr. Schmied of the *Commonwealth* figures on making about the same out this year as the *Herald* did last—thus saving the city the divvy that went to another paper for doing nothing.

At present the *Commonwealth* prints and circulates among paying subscribers 1,500 copies daily. It doesn't claim more. But the list is increasing—in fact, quite rapidly since being made the official paper of the city. It is a seven-column folio, and up to the present has had no amen space for advertisers. It may be enlarged now, so rumor says, but I do not know, and of course cannot find out for certain. Mr. Schmied, its proprietor, does not move with regrettable hastiness in such matters. It gets its best support among the anti-corporation classes, as it has vigorously opposed several grab schemes advocated by other dailies.

The *Evening Herald* has moved into its new building and has got its new Cox duplex press running nicely. It now issues a seven-column six-page paper, with a ten or twelve page Saturday edition. Its management reports business good, although quiet just now. Its rating is about right, I think.

The *Morning News Tribune* moved into its new building some time since. A morning paper does not cut the figure in Duluth it used to. The afternoon papers seem to be masters of the field, and growing more so very rapidly. The *Sunday News Tribune* I hardly think should be rated over 2,250, and the daily hardly that. By the way, one of the *Herald's* force once investigated the *News Tribune's* want columns and asserts that addresses were given where no houses were standing.

By the burning of the Bunnell block—in which four people perished—two newspapers were rendered homeless. *La Sentinel*, a French weekly, and the *Scandia*, a Scandinavian weekly. But they have hustled around and are on deck again, the latter with a new dress, and the former with a mixture of the old type and some new. *La Sentinel* saved some of its forms that had been left locked up over night, and as the type was so old and worn out it could not be damaged except by pulverization, he was not a heavy loser.

The publisher of *La Sentinel*, J. L. Harrell, was sued for libel by a West Superior doctor a short time ago, and judgment for a small amount rendered against him. I understand he has appealed the case.

Fred Barrett's Vermilion *Iron Journal*, at Tower, may have his land office business taken from him. J. Adam Bede, who published the *Little Citizen* at Duluth a few weeks, was burned out in the Fargusson block fire, went to Tower and started a paper called *Bede's Budget*, and got permission from the land office to publish final proof notices, homestead notices, etc. Fred Barrett took this as an encroachment on his territory and promptly offered to publish them free. Notice to that effect appeared in the Vermilion *Iron Journal*, coupled with a dig that it was done because of hard times brought about by the Democratic administration. The law allows \$8 for most of these publications—being raised, I understand, from \$6 some time ago, Fred Barrett then trying to make it \$10. Of course the settler alone chooses the paper for the publication of his notices, but at the

same time the land office department designates the papers eligible to publish them. Bede has many friends, who propose to see that he has fair play.

The *People's Press* claims to be a labor paper. It prints 500 weekly.

Strange as it may seem, the weeklies here with the best, most desirable circulation for advertisers are the *North-Western Witness*, a Roman Catholic paper, printing weekly 1,950, and the *Posten*, a Swedish weekly, printing 2,950 copies. For several weeks just past its management has been printing 4,000 weekly, using the extras for sample copies.

The *Volksgenfrend* is as good a German paper as is wanted anywhere. It prints 1,250 a week.

Edward J. Luther has discontinued the publication of his daily at West Duluth, and is devoting his time to a sprightly weekly. He covers his territory very well, I understand, but it's not a very large territory.

The *Populist* dropped in the lake or somewhere else out of sight as soon as election was over. Ignatius Donnelly, head of the Populist movement in Minnesota, is a great big man with capital letters until election time, then he's not in it very heavy. Still, he is in the State House of Representatives.

The *Labor Problem*, devoted to labor, is a monthly magazine of 24 pages and cover, devoted to the interests of labor at Duluth and West Superior. It uses a great deal of plate matter. I understand St. Paul parties are running it for the coin that's in it.

NEWSPAPERS OF KANSAS CITY, MO.

Harry D. Eaton, Special Correspondent.

Of all Western cities none are perhaps so peculiarly notable, in the matter of newspapers, as Kansas City. Besides the seven dailies there are many class publications, covering nearly every branch of human industry, and all quite enterprising and successful. Viewed in the abstract, they might not compare favorably in point of circulation with like journals in older cities, but they possess the merit of true Western vim and energy.

Of the dailies, the *Star* probably ranks first in importance and circulation. Its rating of 52,700, as given in the American Newspaper Directory, is probably correct. The *Star* is a bright, newsy sheet, independent in politics, and with a splendid advertising patronage. Its early history was fraught with probably the most bitter struggle against poverty ever experienced by any Western journal, but it has since made its proprietor, W. R. Nelson, immensely rich. It is published every evening except Sunday, with eight pages, and sells for two cents. The weekly *Star* has had a phenomenal run for a three-year-old, and its rating of 83,664 will not prove far out of the way. The *Star* office is in a massive stone building on Wyandotte street, humorously styled "Baron Bill's Temple."

The *Times* is a newsy Democratic sheet, published every morning, with a weekly edition on Friday. Its rating of 22,000 for the daily, and 39,000 for the weekly, is not a bit too high. The *Times* is the most enterprising of our city papers, in the matter of telegraphic service, its special correspondents being located at every important town and village throughout the Southwest. Very naturally this gives it great prestige in the matter of outside circulation.

Since a change in management, some time ago, I believe the *Journal* has materially grown in circulation, although I found great difficulty in reaching any satisfactory conclusion. I would say that its rating, exceed-

ing 20,000 daily, is not far from right. The *Journal* is Republican of the radical school. Its managers have lately paid much attention to the paper typographically. A \$35,000 press, printing 25,000 copies an hour, and with a multi-color attachment, was added to the plant some months ago. It also furnishes a typewriter machine to each of its editors and reporters.

The weekly *Journal and Agriculturist*, published by the Journal Company, circulates largely in the country. Exceeding 20,000 is very nearly correct.

The *Mail*, under its former owner, was a people's party sheet, but is now Republican. It is a four-page paper, published every afternoon except Sunday, and uses plate matter quite freely. Manager C. W. Hutchison tells me it will average 3,500 daily.

The *Drovers' Telegram*, devoted to live stock, is a four-page daily—except Sunday, and I believe its rating of 10,000 is none to high.

Two very successful German papers are to be found in the *Post* and *Presse*, both dailies—with weekly editions. The *Post* probably ranks first in importance, and its rating of 4,000 will very nearly hit the mark. Its weekly edition will crowd the 2,500 figure. Of the *Presse* I have had less opportunity to study its circulation, but I seriously question if it will reach 4,000. Neither paper is sold on the streets.

Of class journals with established records the *Live Stock Indicator*, no doubt, takes the lead. It is published weekly at \$1.00, and its rating, exceeding 4,000, is, I believe, correct.

The *Grocers' Journal of Commerce* is a commercial sheet, published semi-monthly, with forty-eight pages, and its circulation will over-reach 2,800. The *Packer and National Dairymen*, published by same firm, are comparatively new journals, and I know little of their standing.

Hoisington's Bank Reporter is a financial journal—semi-monthly—twenty pages. Its rating of 1,000 is not far from right.

The *Modern Miller* is an old, well-established trade journal, and has a circulation exceeding 2,200.

Of agricultural journals the *Missouri and Kansas Farmer* probably ranks first in importance and circulation. It circulates freely in every State and Territory in the Union, and is a monthly, with eight pages. Its rating, 7,500, is, I am satisfied, too low. I find that the minimum number of copies printed is 10,000. The paper is nearly ten years old and is published by Cliff M. Brooke. It sets every line of its own type and uses no plates or patent outsidess.

Several papers in American Newspaper Directory apparently have no publication office or editorial rooms. I am unable to find any trace of the *World*, a weekly Populist sheet, the *Inter-State Alliance Echo*, *Progress and Western Farm Journal*, nor of the *Future State*. As these journals are comparatively new, their prestige can hardly be classed high. I should judge from their titles, however, that they fill a constituency peculiarly their own, and within a limited territory.

Thought, *Unity*, *Signal*, and *Christian Endeavor Monitor* are religious journals with small circulations, and I question if the rating given in the Directory is anywhere near right. I judge this from the printer's statement of copies issued.

The *Architect and Builder* is a class journal that ranks high, and its typographical features will compare favorably with Eastern journals of the same class. Its rating, I believe, is correct.

A small monthly is the *Business Educator*, gotten out by Spaulding's College. Its circulation is mostly gratuitous.

The *Central Luminary*, a monthly literary journal, is edited by the High School pupils, and its circulation is rated very nearly correct.

A well-edited journal is the *Herald of Masonry*, and its circulation is growing rapidly.

The *Medical Record* is popular among Western medical men, and its rating is probably right.

I can give you no estimate of how many copies are printed of the *Western Crusader*, a Catholic journal, published weekly. Its office is now in Westport, Mo. The paper uses plate matter very extensively.

The latest newspaper venture in this city is the *Kawsmouth*, a high-class literary journal, published weekly. This paper is less than six months old, and the publishers already claim a circulation of 4,500. The printer's bill shows this number of copies printed, but the circulation figures, if correct, would indicate a rather phenomenal growth for a paper of this age. I will give you a more correct idea of this in a future letter.

THE NEWSPAPERS OF BATTLE CREEK, MICHIGAN.

By C. De Vos.

Battle Creek is located at the intersection of two great East and West trunk lines of railway, the Michigan Central and the Chicago & Grand Trunk, with the Cincinnati, Jackson & Mackinaw Railroad reaching the coal fields of Ohio on the south, and the lumber interests and industries of the State on the north. It is 165 miles east of Chicago and 121 miles west of Detroit. The population by the last Federal census was 13,197, but this has considerably increased since then, and a conservative estimate would place it now at about 18,000. The city directory, just issued, gives nearly 8,000 names, which would place the figures considerably higher, if the usual estimate of three to each name were used.

In this thriving city are made more tract engines and threshing machinery than in any other city in America. Other large factories produce book and newspaper-perfecting printing presses, steam pumps, wood-working machinery, carriages, wagons, cultivators, furniture, refrigerators, looms, canvas boats, flour, books, albums, shipping tags, tents, scoops, cigar boxes, sewer pipe, etc. The division railroad shops of the Chicago & Grand Trunk are located here, and the city has the largest medical and surgical sanitarium in the world, the largest printing and publishing houses in the State, an unsurpassed system of water-works, owned by the city, an electric street railway, electric lighting system, gas, excellent drainage, scientific sewerage, and is credited with the lowest mortality rate of any city in Michigan.

Although twenty-one publications are issued regularly here, only two are exclusively local, the *Journal* and the *Moon*, both of which issue daily and weekly editions. The rest are class publications, the greater share of which are issued from the denominational publishing house of the Seventh-Day Adventists, whose central publishing house is located here. As they do not insert advertisements, I will not go into detail in regard to them.

The first in age and prestige is the *Journal*, which is Republican in politics, and an excellent advertising medium. It is an eight-column folio, and issues a double number every Saturday. The weekly is an eight-

column quarto, and has a circulation of 2,000. The circulation of the daily edition is 1,800.

The *Moon* is an independent paper and is coming to the front at a rapid gait. It has lately put in a Cax duplex web perfecting press, and the paper has been enlarged to a six-column quarto. The circulation of the daily is about 1,600, and the weekly 1,200.

The *Dog Fancier* is a sixteen-page monthly, devoted to the welfare of the canine family. The Directory rating (exceeding 400) is correct.

The *Game Fancier's Journal* and the *Michigan Poultry Breeder*, both of which are devoted to poultry-raising, have a circulation of 1,000 copies each.

Good Health, a monthly magazine devoted to hygiene, has a circulation of about 15,000.

The *Trackmen's Journal* and the *Weaver's Enterprise* circulate about 1,000 copies each.

MEIGS COUNTY, OHIO, PAPERS.

By S. J. Newell, of Pomeroy.

Pomeroy, the county seat of Meigs county, is on the Ohio River mid-way between Cincinnati and Pittsburgh. It is in the midst of an almost inexhaustible supply of the very best coal. It has a belt railway connecting with the Columbus, Hocking Valley & Toledo Railroad. Here is the Pomeroy Rolling Mill, which employs 150 men, and for several years has manufactured most of the cotton ties used in this country. Also the Probst furniture factory, several salt furnaces and bromine factories. It is famous as the city "seven miles long and as far back as you can see," but you can only see about 300 yards on account of the hills.

The Pomeroy *Tribune* is a leading advertising medium. It is a six-column quarto, folded, trimmed, and pasted. By heroic effort and a 50c per year offer it acquired the phenomenal circulation of over 5,000 bona fide subscribers. The paper is Republican, and is now \$1 per year.

The Pomeroy *Telegraph* is the oldest paper in the county, established in 1843. It is an eight-column folio (10-inch columns), published semi-weekly at 50 cents per year. It is Republican, and has a circulation of 2,000.

The Pomeroy *Democrat* is the only Democratic organ in the county. It is a six-column quarto, all home print, and is published weekly at \$1 per year. It has 1,400 circulation.

The *Search Light* is a late venture in daily journalism. It is 10x15 inches, and takes no display ads. It starts out as a reformer, principally of the rates received for public printing. Its circulation is 600 per day.

At Middleport, two miles down the river, is the *Herald*, a Republican six-column quarto, all home print, that has a circulation of 1,200, and the *Republican*, an eight-column folio, published weekly, and having a circulation of 600.

At Racine, eight miles above, is the *Commercial*, a five-column quarto with ready print inside, published weekly. It has a circulation of 100. Besides this, W. A. Ellis & Co. publish quarterly the *Racine Herald*, a sheet advertising their general store.

NEWSPAPERS OF BAY CITY, MICH.

By Chas. S. Thomas.

Bay City is the county seat of Bay County. It has a population of 32,000, while directly across the Saginaw river is West Bay City, a separate municipal organization, with 15,000 population, and adjoining on the north is the

village of Essexville, with 1,800. Several attempts at establishing a newspaper in West Bay City have failed after a short time, and the people there depend entirely upon Bay City for newspapers. The principal industries are the manufacture of lumber products and salt, the Saginaw Valley being famous the country over for its production of those two articles. Two of the most extensive ship yards on the great lakes are situated in West Bay City.

The *Tribune* is the only morning daily, issued every morning except Monday. It is the official paper of both cities and the county, and is the oldest paper here. The circulation is about 3,800. The weekly edition has a circulation of 2,000. The daily is eight pages, the Sunday from sixteen to twenty-four. It has always been considered a most prosperous paper, and recently put in a new Cottrell press.

The *Times-Press*, published by the Times Publishing Company, is the leading evening daily, and has a circulation of not much less than 6,000. A Sunday *Times* is also published. A Stonemetz perfecting press is used, and the editions run from 5,700 to the figure mentioned above. With the exception of the Detroit *News* it is the only evening daily in the State publishing a Sunday morning edition. The size is the same as the *Tribune*.

The Bay City *News* is a recent candidate for favor. It is a four-page evening paper, publishing local news, and being circulated with the early edition of the Detroit *News*, the latter being its financial sponsor, and the scheme being a favorite one with Detroit evening dailies to increase their State circulation. The *News* claims to have a circulation of 1,200, which is not far from correct.

The Bay City *Democrat* is the only English weekly. It has a circulation of 1,200, entirely local, and much of it gratuitous.

There is a large French-Canadian population here, and two weekly papers attend to their demands. *Le Patriote* has a circulation of 1,500 or 1,600, and claims to be the leading French paper of the State. *Le Peuple* is about three months old and has a circulation of 1,000.

The *Freie Presse*, a German weekly, closes the list. Its circulation does not exceed 1,200.

Miscellanies.

A Difference.—City Editor: You've got the account of that woman's suffrage meeting, have you? What's that big roll of paper under your arm?

Reporter:—What they said at the meeting.

City Editor:—And that slip of paper you are twirling in your fingers?

Reporter:—What they did.—*Buffalo Courier*.

The First Thing They Do.—Whipper: Did you see that little article about me in the *Clothes and Furnisher*?

Snapper:—No.

Whipper:—That's funny. You have had the paper for the last half hour.

Snapper:—I know it; but I haven't got through reading the advertisements yet.—*Clothes and Furnisher*.

Proprietor of Seaside Hotel: Aren't you a rather heavy drinker?

Newspaper Correspondent:—Yes, I can take my share.

Proprietor:—Well, this resort needs some advertising, and if a little cash will enable you to catch sight of a terrible-looking sea-serpent, I'm prepared to furnish it.—*Raymond's Monthly*.

Author: Here I say: "The moon tipped the waves with silver." Isn't that rich imagery?

Editor:—That will depend upon what the extra session succeeds in doing.—*Town Topics*.

No Time to See.—First Stranger: A month in Chicago, eh? Saw the Fair pretty thoroughly, I suppose?

Second Stranger:—No, didn't have time to see anything. On the jump night and day. You see, I was at the Fair as a newspaper correspondent.—*New York Weekly*.

A Successful Contributor.—Lipper: That editor of the *Popular Magazine* is an exceptionally hard critic; I've never been able to get any manuscript accepted there yet.

Chipper:—That's funny. He's never rejected anything of mine yet.

Lipper:—Don't say! Perhaps you can give me a pointer, then. What kind of articles do you usually submit?

Chipper:—Advertisements.—*Boston Courier*.

We Are on Top



Although there has been a wave of general financial depression floating over the country, it has affected the farmers little, if at all. They have paid off their mortgages; the general wheat, oats and hay crops are excellent; corn crop most promising. If more than 50 cents a bushel can't be had for wheat by taking it to market, conditions are such that by feeding it to hogs, from 75 cents to \$1.00 a bushel can be realized. Farmers were never feeling better and it is their time to laugh. If you have wares to sell to the industrious, prosperous and progressive farmers, have no hesitancy in announcing them. The *AGRICULTURAL EPITOME*, with its average circulation of 125,000 copies, which are mailed monthly, will be proved by P. O. receipts, will give you most excellent service. No edition will be less than 100,000 copies guaranteed. It has paid others and will pay you. Advertising space for sale by *EPITOME PUB. CO.*, Indianapolis, Ind., or responsible advertising agents.

Judge: Have you formed any prejudice against the prisoner?

Juryman — I have seen some newspaper pictures of him.

Judge — You are excused. — *New York Weekly.*

A Frank Admission.—Tom Rondo (quoting):

A kiss but slips
From off the lips
Like a robin's evening song.

Etta—Did you write that yourself?

Tom Rondo (modestly)—No, but it's blamed good, though!—*The Inter-Urban.*

SOME LEADING NEWSPAPERS.

ARKANSAS.

In Conway County, Arkansas (pop. 19,459), the largest circulation rating is accorded to the *Weekly Pilot*, published at Morrilton.

CALIFORNIA.

OUR HOME, San Francisco—is given an average monthly issue of 25,330, by far the largest of any monthly in California.

ILLINOIS.

In Henry County, Illinois (population 33,338), the largest weekly circulation is accorded to the **REPUBLIC**, published at Genesee.

MASSACHUSETTS.

Farm-Poultry, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

MISSOURI.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

NEW YORK.

THE DOLCEVILLE HERALD is among the (only seventy-nine) weekly papers in New York State to which the American Newspaper Directory accords a circulation of more than 8,000 copies each issue.

OHIO.

The American Builder: is accorded the largest circulation rating of any architectural or builders' journal west of New York.

PENNSYLVANIA.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz.: 40,964.

TENNESSEE.

MEMPHIS APPEAL-AVALANCHE is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

VIRGINIA.

BIBLE READER—Weekly, published at Richmond, is given the largest circulation rating of any paper published in Virginia.

Displayed Advertisements
50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

JOB PRINTING First-class, and no other. Printers' Ink Press, N.Y.

FREE SAMPLE COPIES AND RATES. We reach the people. THE GREAT WEST, Aberdeen, S.D.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 132 Nassau St., New York City.

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N.H.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L Box 1467, Bradford, McKean Co., Pa.

PUBLIC OPINION Always pay. Advertisers. Washington. New York.

PATENTS HOPKINS & ATKINS, Washington, D.C. 20 years' experience. Write for information

NEW YORK LEDGER

GET A COPY OF OUR 50,000 Proven. Only 15 cts. per line. "ONCE A MONTH," Detroit, Mich.

BOOM YOUR TOWN! We have told many—and will tell you HOW. Write! Chi. Photo. Engraving Co., 185 Madison St., Chicago.

THE EVENING JOURNAL, JERSEY CITY'S

FAVORITE FAMILY PAPER. Circulation, - - - 15,500.

Advertisers find IT PAYS!

THE COSMOPOLITAN MAGAZINE.

UNCHANGED IN SIZE. Price, 12½ Cents.

Change of Advertising Rates.

The editions of **THE COSMOPOLITAN** have grown so rapidly since the change of price as to leave no doubt that the publishers will be within very safe limits in increasing the edition, aggregating at least two million copies during 1894. The edition for December, 1893, is guaranteed to exceed two hundred thousand copies. These increased editions mean increased cost of paper and press-work, and involve an increase of the prices for advertising. It will be necessary, therefore, to raise the present advertising rates, which were established on a basis of one hundred thousand copies. On October 25, 1893, they will be changed from \$200 to \$300 per page; \$150 per half-page; \$75 per quarter-page; \$175 per line.

With a view to convenience in handling, and to keep the advertising pages within bounds as compared to reading matter, the regulation has been adopted to limit the display advertising to not over one hundred. This will serve as a protection to the advertiser as well as to the reader; but it will also involve the necessity of specifying, at the time contracts are made, the dates when additional space will be desired for any one edition.

Contracts will be made or renewed at existing rates until October 25th. On and after that date the new rates will take effect.

The edition for September will exceed one hundred and fifty thousand copies.

THE COSMOPOLITAN PUB. CO.,
11th Street and 6th Avenue, New York.

RAPID ADDRESSING.
The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Prest., 314, 316 Broadway, New York City.

WATCHES

Are the Best PREMIUMS.

Address the manufacturers direct.
THE PHILADELPHIA WATCH CASE CO., RIVERSIDE, N. J.

A Fortune

For Sale

Cheap

For sale, the controlling stock of a patent medicine business : advertised at the rate of \$20,000 per year; well established in 50,000 miles territory. Investigate.

SYL LEHMYER,
Fifth Ave. and Monroe Sts., CHICAGO.

PNEUMATIC TUBES FOR NEWSPAPER OFFICES.

SEND FOR ESTIMATES TO
METEOR DESPATCH CO.,
28 E. 14th St., New York.
89 State St., Boston.

The Journal, Brooklyn, N. Y., uses our system

STUDY LAW AT HOME.

TAKE A COURSE IN THE Sprague Correspondence

School of Law.

(Incorporated) Send ten cents (stamps) for particulars to

J. COTNER, JR., SECY.
DETROIT, MICH.
55 Telephone Bldg.



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That can be **ECONOMICALLY** and **SUCCESSFULLY** operated by a **SMALL MAN** and a **BIG BOY**?

That will Print, Perfect, Paste and Fold 8,000 to 10,000 4 or 8-page papers per hour?

That, including the folder, occupies a **FLOOR SPACE** of but **12 Ft. 8 In.** by **7 Ft. 4 In.**, and requires **NO PIT**?

The "NEW MODEL" is such. Write us for particulars.

**CAMPBELL PRINTING PRESS & MFG. CO.,
NEW YORK AND CHICAGO.**

Printing Pays When Properly Done.

You know that we get up Ads in a "Superior Style"—entirely different from what the general run of printers do. But do you know that we also do all kinds of Printing in the in the same "Superior Style?"

WM. JOHNSTON, Manager.

PRINTERS' INK PRESS,
10 SPRUCE ST., NEW YORK.

The Logic of Figures.

From the New York Recorder.

Monday, August 14th, 1893.

THE RECORDER

is the only newspaper in the metropolis whose business shows a gain over that of the preceding year.

One year ago yesterday the *World* printed $98\frac{3}{4}$ columns of advertisements ; yesterday it contained $90\frac{3}{4}$ columns—showing a loss of $8\frac{1}{2}$ columns. The *Herald* of a year ago yesterday printed $75\frac{3}{4}$ columns ; yesterday it published $67\frac{1}{4}$ columns—showing a loss of $8\frac{1}{2}$ columns. The RECORDER of yesterday occupied second place, as usual, with $69\frac{3}{4}$ columns of advertisements—**A GAIN** of $12\frac{1}{2}$ columns over the corresponding Sunday of last year ; and, we repeat, the RECORDER was the only New York newspaper that showed a gain over its business of 1892. All the others fell behind from 8 to 20 columns.

The newspaper next to the *Herald*, the fourth one in the race, printed 31 columns of advertisements yesterday—less than half of the RECORDER's showing. One of the New York Sunday newspapers, and an older paper than the RECORDER at that, went to press with $9\frac{3}{4}$ columns of business announcements—just $60\frac{1}{2}$ columns less than were published in the favorite Home Newspaper.

In fact, the other exhibits of advertising in New York newspapers yesterday are only interesting as illustrations of the difference between leading the van and bringing up the rear. No one of them published half the amount of advertising contained in the Sunday RECORDER. No two of them combined published as much. The *Tribune* and the *Times*, venerable heads of the old newspaper hierarchy of the metropolis, carried only 44 columns of advertisements yesterday between them—23 columns short of the young RECORDER's single array.

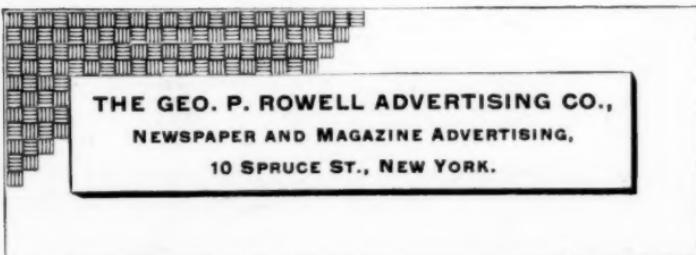
Such is the logic of figures ; and the moral thereof is so plain that the most ordinary mind cannot fail to make the correct interpretation.



THIS CONCERN'S ADVERTISERS

Advertising done effectively and judiciously pays. How to do it in this manner is a question which should interest every person who has advertising to be done. Every one can't do it in that way. We have the facilities for far-reaching and productive advertising, and can save you time, trouble and money.

Address for any information regarding advertising



**THE GEO. P. ROWELL ADVERTISING CO.,
NEWSPAPER AND MAGAZINE ADVERTISING,
10 SPRUCE ST., NEW YORK.**